

## **Michigan Department of Environmental Quality and Governor's Recycling Council Excellence in Recycling Awards**

The Michigan Department of Environmental Quality (DEQ), in conjunction with the Governor's Recycling Council, will recognize excellence in recycling at the Governor's Recycling Summit, May 5, 2015, in Kalamazoo, Michigan.

On April 14, 2014, Governor Rick Snyder announced a statewide plan to increase the state's recycling rate to 30 percent. Improved measurement, education, access and marketing were key components of the Governor's plan. Businesses, institutions, government agencies, non-profits and other organizations that are helping to achieve the plan goals will be recognized. The purpose of the recognition is to celebrate successes in collection, processing, utilization of recycled materials, creation of recycled products, and to stimulate others to emulate these successes.

The DEQ will host a webinar on January 22, 2015 at 10:00 a.m. to assist with the recycling award application process. For more information about the recycling awards program, go to the DEQ Recycling web page at <http://www.michigan.gov/deqrecycling>, or call the DEQ Office of Waste Management and Radiological Protection at 1-517-284-6551.

### **Award Nomination Procedures and Criteria:**

1. You may nominate yourself or your business/organization.
2. The applicant or project must be located in Michigan.
3. The applicant must agree to share their project or program information with others.
4. Nominations must be submitted via an online form that will be available at <http://www.michigan.gov/deqrecycling>. The form will be online on January 6, 2015.
5. When appropriate and if available, supporting data must be submitted utilizing the *ReTRAC* system.
6. Nominations and supporting data must be received by February 15, 2015.
7. Awardees will be recognized at the Governor's Recycling Summit, May 5, 2015, in Kalamazoo, Michigan.

**Measurement Awards:** Developing and implementing ways to better track Michigan's recycling rate are necessary to document progress in achieving the Governor's plan.

1. All ReTRAC subscribers/users will be recognized at the Summit. For information on ReTRAC and to subscribe to the state measurement system, go to [www.connect.re-trac.com](http://www.connect.re-trac.com). Log in or register for a new account. Once you are registered you can sign up to participate in the Michigan system through the "Report to Organizations" button when the Michigan program is live.

2. All entities that have achieved a 30 percent recycling rate within their organizations or jurisdictions will receive special recognition at the Summit. The nominee's recycling rate, method of calculation, and materials recycled must be included on the nomination form. When appropriate and if available, supporting data must be submitted utilizing the *ReTRAC* system.
3. Highest recycling rate awards. The nominee's recycling rate, method of calculation, and materials recycled must be included on the nomination form. When appropriate and if available, supporting data must be submitted utilizing the *ReTRAC* system.
4. Award categories:
  - a. Business
  - b. Institution
  - c. Government agency
  - d. NPO
  - e. Other (describe)

**Education and Outreach Awards:** An informed and supportive public is key to increasing recycling.

1. Funding Awards - FY2015 Community Pollution Prevention (P2) Grant recipients for projects related to education, outreach and technical assistance will be announced at the Summit. The application process is separate from the process described in this document and may be found at <http://www.michigan.gov/deqp2grants>.
2. Outstanding Education and Outreach Program - This award recognizes an individual or group for commitment to educating others about the need for, and benefit of, recycling. Specific application criteria include: (1) description of innovative or unique program elements, (2) type and size of audience impacted, and (3) metrics that demonstrate program effectiveness. Award categories:
  - a. Business
  - b. Institution
  - c. Government agency
  - d. NPO
  - e. Other (describe)

**Increasing Access Awards:** Successful recycling programs feature convenient access at the local level.

1. Funding Awards - FY2015 Community P2 Grant recipients for projects related to increasing access will be announced at the Summit. The application process is

separate from the process described in this document and may be found at <http://www.michigan.gov/deqp2grants>.

2. All Michigan *myEcoville* subscribers/users will be recognized at the Summit. For information on how to subscribe to the Michigan *myEcoville* recycling directory, go to <http://www.myecoville.com>. (available on January 6, 2015)
3. Outstanding Access Program - This award recognizes an individual or group for commitment to increasing access to recycling. Specific application criteria include: (1) description of innovative or unique program elements, (2) population served by increased access area, and (3) metrics that demonstrate program effectiveness. To be eligible for this award, recipients must participate in the Michigan *myEcoville* recycling directory. For information on how to subscribe to the Michigan *myEcoville* recycling directory, go to <http://www.myecoville.com>. Award categories:

- a. Business
- b. Institution
- c. Government agency
- d. NPO
- e. Other (describe)

**Marketing Awards:** Developing market opportunities for recycled products will support expansion of the types of commodities collected and an increase in the amount collected.

1. Closing the Loop Award - This award recognizes individuals or groups that design products to be recyclable, purchase and use products made of recycled content, or create and manufacture recycled-content products. Specific application criteria include: (1) description of innovative or unique project elements, (2) volume of recycled products utilized or created, and (3) metrics that demonstrate product effectiveness. Award categories:

- a. Business
- b. Institution
- c. Government agency
- d. NPO
- e. Other (describe)

### **Evaluations of Nominations:**

A panel of representatives from the Michigan Department of Environmental Quality, Governor's Recycling Council will evaluate all applications.

### **Information Needed on Nomination Form:**

Name of Company/Association/Organization or Individual being Nominated  
Mailing Address  
Person Responsible for Preparing Application / Title  
Nominator's Address  
Nominator's Phone #  
Nominator's E-mail Address  
State Representative's Name and District  
State Senator's Name and District

**Category of the nomination (Select all that apply):**

Business  
Institution  
Government agency  
NPO  
Other (describe)

**Description and supporting information:**

Provide a brief description of the company, organization or individual nominee, identifying the nominee's contributions to Michigan's recycling program (no more than 2 paragraphs). Applicants are encouraged to submit photographs. When appropriate and if available, supporting data must be submitted utilizing the *ReTRAC* system.

Please submit the full package electronically by February 15, 2015 to Veronica Willard at [WillardV@michigan.gov](mailto:WillardV@michigan.gov).

For further information, go to the DEQ Recycling web page at <http://www.michigan.gov/deqrecycling>, or call the DEQ Office of Waste Management and Radiological Protection at 1-517-284-6551.